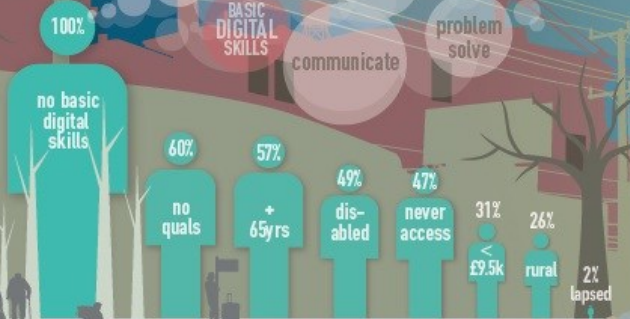


who's offline?

2015 DIGITAL NATION

FACTS, STATS + CLOSING THE GAP

who's online?



OFFLINE NATION
POP. 12.6M

LOW INCOME - ELDERLY - URBANIZED

ONLINE NATION
POP. 40M

BETTER OFF - YOUNG - EDUCATED



MOTIVATION

Let's raise awareness
82% are not online at home because they **have no need**.

WHY WE'RE NOT ONLINE

SUSTAINED ACCESS

Get help with access at home
21% say **cost** is why they're not online at home
<1% say **poor broadband** is why they're not online

SKILLS + CONFIDENCE

We'll help you learn
17% are not online at home because of a **lack of online skills**
88% feel **more confident** after getting help to use the internet

BENEFITS

Social

33% of people got online to communicate with friends and family.
The social value of the internet for someone with low digital skills is **£1064** a year.

Money

Online households are on average **£440** a year better off.
Brits buy more online than any other major economy. The UK internet economy is worth over **£120bn**.

Jobs

People with good ICT skills earn between **3%-10%** more than those without.
72% of employers would not interview entry level candidates without IT skills.
25% of jobs are solely advertised online.

Public Services

Digital by default services are more efficient and convenient for users, **93%** say **GOV.UK** is easy to use.
Productivity benefits from giving everyone basic digital skills could provide a **£243 million** a year benefit for government.

Health

34% of people visited their GP less after using the NHS Choices website.
41% of NHS Choices users say the website helps them manage their symptoms.
NHS savings could amount to **£121 million** a year by 2025 if everyone had basic digital skills.

WHAT WE DO ONLINE



HOW WE GET ONLINE



54% tv/video

61% bank

62% shop

86% search

82% email



tinderfoundation.org